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To: U.S. Patent and Trademark Office

From: Edward M. Weisz, Esq.

Attention: Examiner: Bui, Bing Q.

Group Art Unit: 2642

Fax: 571-273-8300

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Re: Serial No. 10/098,667

Date: Monday, February 06, 2006

Our Ref.: 5068-15

☐ Confirmation will follow☒ No confirmation to follow

- Communication dated February 6, 2006
- Substitute Power of Attorney dated January 25, 2006

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FEB 06 2006

Attorney Docket # 5068-15

Patent

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

Alex MASHINSKY

Serial No.: 10/098,667

Filed: March 15, 2002

For: System and Method for Facilitating Targeted
Marketing Over a Telecommunication NetworkExaminer: Bui, Bing Q
Group Art: 2642I hereby certify that this correspondence is
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to fax no. 571-273-8300, at the United
States Patent and Trademark Office, onFebruary 6, 2006
(Date of Deposit)Edward M. Weisz
Name of applicant, assignee or Registered Representative

Signature

February 6, 2006
Date of SignatureCommissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450COMMUNICATION

SIR:

Enclosed please find a duly executed Substitute Power of Attorney. Please make this a part of the file.

It is believed that no fees or charges are required at this time in connection with the present application. However, if any fees or charges are required at this time, they may be charged to our Patent and Trademark Office Deposit Account No. 03-2412.

Respectfully submitted,
COHEN, PONTANI, LIEBERMAN & PAVANE

By

Edward M. Weisz

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Dated: February 6, 2006

JUN-18-2004 06:00 From:

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Attorney Docket # 5068-15

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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Alex MASHINSKY

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For: System and Method for Facilitating Targeted Marketing
Over a Telecommunication Network

Examiner: Bui, Bing Q
Group Art: 2642

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

SUBSTITUTE POWER OF ATTORNEY

Sir:

Applicant hereby revokes all previous Powers of Attorney in connection with this application and appoints the following attorneys to prosecute this application and to transact all business in the United States Patent and Trademark Office in connection therewith:

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Dated: 01/25/06

By:

Alex Mashinsky